

Lottery Action



Lottery Help Line
800.228.0010

For Help With Pull-Tab Vending Machines
800.235.7198

For Help With Terminals or Sci-Scans
800.858.4744

For Help With Instant Ticket Vending Machines
800.235.7198

www.ialottery.com

VOL. 14, #7 April 2 - 15, 2007

Now It's Ten Times the Fun!

Players can win up to \$2 million playing Powerball with the Power Play in April!

Players loved it the first time we did it last year, so we're doing it again - beginning April 1, players who purchase Powerball® with the Power Play have a chance to multiply their non-jackpot prize by up to ten times!

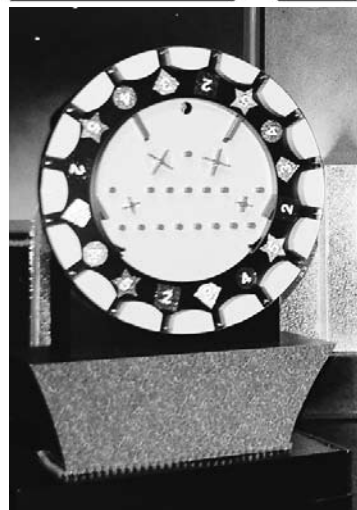
Sales for the Power Play 10X promotion started on April 1, 2007, and the first drawing with a "10" on the Power Play wheel will be Wednesday, April 4, 2007.

During the promotion period, one of the four "5"s on the Power Play wheel will be substituted with a "10."

During this period, if the number "10" is drawn during a Power Play drawing, all Power Play prizes will be multiplied by 10 for eligible players who have purchased the Power Play option. That means, if a player wins the \$200,000 second tier prize with the Power Play on their ticket and the "10" comes up on the Power Play wheel, they'd win \$2 million! Jackpot prizes are not eligible for multiplication.

The promotion will run for at least eight drawings or until the "10" on the Power Play wheel is drawn at least once, whichever period is longer. If the "10" is drawn at least once during the promotion, then the 10X promotion will end with the final drawing on April 28, 2007.

Please remind players of this promotion and ask them if they would like to add the Power Play to their Powerball play! 🎰



The Power Play wheel will have one "5" replaced by a "10" in April.

Action Briefs

Answers to Your Common Lottery Questions. . .

If I won Powerball, how would I get paid?

If you won the Powerball jackpot, you'd have 60 days following the date of ticket validation to decide whether to collect the prize with the annuity or cash option.

If you chose the annuity, you'd receive one payment about 15 days after the drawing date followed by 29 annual payments funded by an annuity. Since the Multi-State Lottery Association purchases an annuity to fund the payments, the exact amount you receive depends on current interest rates.

If you selected the cash option, you'd receive a single cash payment amount that is determined by the actual sales for this grand prize. The cash prize is estimated to be approximately one-half of the estimated annuitized jackpot, depending on current interest rates. The cash prize is less than the annuitized prize because the entire amount is paid in one check about two weeks after the drawing. The cash has no time to sit in the bank and accrue interest like the annuity does. If you don't choose a payment option within 60 days of ticket validation, the jackpot is paid as an annuity.

Game End and

Validation End Dates

		Official Game End	Valid. Period Ends
478	Wild Cherries	03/05/07	06/04/07
492	Cool Cash	03/05/07	06/04/07
493	Fabulous 5's	03/05/07	06/04/07
495	Hearts are Wild	03/05/07	06/04/07
496	The Color of Money	03/05/07	06/04/07
497	Pot Luck	03/05/07	06/04/07
516	Dream'n of Dollars	03/05/07	06/04/07

Other important dates are listed on the back of this issue.

Results from your state agencies: www.resultsiowa.org

Take the Mystery Out of Playing Pick 3 for Your Players

This is the first in a series of articles about playing Pick 3 and Pick 4.

There are five kinds of bets in Pick 3: a straight, a box, a straight/box, a front pair or a back pair. Here are explanations of each bet.

- **Straight** - match all numbers in the EXACT ORDER as drawn.
- **Box** - match all three numbers IN ANY ORDER.

- **Straight/Box** - match either exact and/or any order.
- **Front Pair** - match the first two numbers in the EXACT ORDER as drawn.
- **Back Pair** - match the last two numbers in the EXACT ORDER as drawn.

And here's what's really important - the results! The results on the print-out from the lottery



terminal list the following abbreviations:

STR—those who bet 50 cents on a straight and matched all numbers in the exact order they were drawn.

BOX—those who bet 50 cents on a box and matched all the numbers in any order.

CST—those who bet \$1 on the straight/box and won on the straight portion of the bet.

CBX—those who bet \$1 on the straight/box and won on the box portion of the bet.

FPAIR—those who bet 50 cents on the first two numbers drawn and matched them in exact order.

BPAIR—those who bet 50 cents on the last two numbers drawn and matched them in exact order.

Please note that if the player bet more than the minimum amount allowed, their winnings would be more than what's listed on the report. Refer them to the payout chart in the green lotto brochure or to our Web site at www.ialottery.com.

APRIL/MAY 2007	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		2 CHIPS & SALSA (\$2)/ CHILI TODAY-HOT TAMALES (\$1) BEGIN LOTTERY ACTION DELIVERS	3	4 FIRST DRAWING FOR POWER PLAY 10X PROMO	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23 WINNING IN 3'S (\$3)/ IT'S A HIT (\$1) BEGIN	24	25	26	27	28
	29	30 MIDNIGHT DIAMOND 7'S (PULL-TAB - \$.25) BEGINS LOTTERY ACTION DELIVERS	May 1	2	3	4	5

Warmer Weather Brings Cool Lottery Promotions!

Lottery cooperative promotions are a great way to celebrate an anniversary or just boost sales! The best way to begin is to talk with your DSR about the types of promotions you can run with the Lottery.

Tent Promotions: The Lottery also has a tent available that can be set up in an area outside in your parking lot or yard where lottery products can be sold and giveaways held. Ask your DSR about booking the tent and the prize wheel!



Use the Lottery's tent and wheel to create excitement for your store!

Anniversaries, Celebrations: Hold a second-chance drawing in conjunction with your store's celebration of an anniversary, a special day or just to increase sales for that month. Ask your DSR how to receive some Lottery promotional items that you can use as prizes in a second-chance drawing.

Nonwinning Tickets: Retailers may use nonwinning scratch tickets, with the player's personal information filled in on the

back, as an entry mechanism for a second-chance drawing. However, you must also provide entry blanks next to the drawing box because you cannot require a purchase to enter.

Coupons: The Lottery now has the capacity with its lotto machines to design a coupon just for your store or group of stores! Give away one of your products using a coupon when your customer makes a certain lotto purchase. For example, give the customer a free 20-ounce bottle of pop when they buy \$5 worth of Powerball.

Product Giveaways: Lottery product giveaways also work well for promotions. Examples include giving away a free scratch ticket with a store product purchase or giving away a free lotto play with a specific lottery purchase from the store. The lottery welcomes retailers' promotion ideas. If you would like to design your own promotion, the lottery can match funds for tickets (up to the maximum \$200 allowed) to help make the promotion more effective.

Pull-tabs: Retailers may also do promotions specific to pull-tab tickets. If you sell pull-tabs, ask your DSR about his fun option.

The lottery encourages retailers to use advertising mediums to promote their event, like newspaper, radio and/or television. Always try to use the lottery logo in advertising. Ask your DSR how to get a copy of the lottery logo.

Talk with your DSR this week about ways for you to promote your business with the lottery! 🎰

Johnston Woman Gets \$200,000 Wedding Present

A Polk County woman has a couple of reasons to celebrate recently: her wedding, and the wedding gift that netted her thousands!

Carol Cook, 38, of Johnston won \$200,000 in the March 7 Powerball® drawing. The winning ticket was purchased at Kum & Go, 6990 Douglas Ave. in Urbandale.

Cook claimed the prize at Iowa Lottery headquarters in Des Moines, accompanied by her mother Jeannie. She received the ticket as a wedding gift from a friend. She was just married March 4.

Cook said she will share her prize money with her new husband, Ron Taylor, and their friend Rick - he's the one who gave her the winning ticket.

"Now I've got to split [the prize] three ways. That's fair," she said. "I think they'll be very happy!"

She said she'll use her portion of the winnings to pay off her car. 🚗



Carol Cook of Johnston

IOWA LOTTERY GAME INFORMATION

As of April 2, 2007

Game	Start Date
475	CRAZY 8'S BINGO 06/06/05
485	WILD CROSSWORD-Confetti 08/29/05
483	DOUBLE DOUBLER DOUGH 09/19/05
494	POT O' GOLD 12/09/05
501	CHAMPIONSHIP POKER 01/09/06
498	\$35 MIL. CASH SPECTACULAR 01/09/06
499	PIECE OF THE PIE 01/30/06
517	BLACKJACK-Orange 03/13/06
518	DOUBLE BLACKJACK-Red 03/13/06
511	LUCKY 7'S 04/03/06
519	LUCKY CHIPS 04/03/06
520	FISHIN' FOR FRANKLINS 04/24/06
521	4'S GALORE 04/24/06
522	GREEN STUFF 05/15/06
525	BURIED TREASURE 05/15/06
512	CROSSWORD-Newsprint 05/29/06
524	STAR SPANGLED CASH 06/05/06
513	TRIPLER BINGO-Green 06/05/06
502	LUCKY TIMES 10 06/05/06
526	GREAT PLACES 06/26/06
527	ONLY AT THE FAIR 06/26/06
528	FUN 1'S 07/17/06
529	ON A ROLL 07/17/06
530	LIFE IN THE CASH LANE 07/17/06
480	POCKET POKER 07/31/06
531	FRUIT LOOT 08/07/06
533	GREEN & GOLD 08/28/06
532	7 COME 11 09/11/06
534	SCAREDY CASH 09/18/06
535	BLACKJACK-Green 10/09/06
536	DOUBLE BLACKJACK-Purple 10/09/06
538	SLEIGH BILLS 10/30/06
539	MINT MONEY 10/30/06
503	2 TURTLE DOVES 10/30/06
540	SEASON'S GREETINGS 10/30/06
541	HOLIDAY TREASURES 10/30/06
542	COOL HAND LOOT 11/27/06
543	CASH CRAZE 12/18/06
506	LUCKY IN LOVE 01/08/07
514	TWICE LUCKY 01/08/07
523	DIAMOND MINE 01/08/07
537	HIGH ROLLER 01/08/07
545	BLUE SAPPHIRE 7'S 01/08/07
544	\$250,000 LUCK OF THE DRAW 01/29/07
546	GIMME 5 01/29/07
547	DUBLIN DOUGH 02/19/07
548	TONS OF LUCK 02/19/07
515	CROSSWORD-Newsprint 03/05/07
549	BLACKJACK-Yellow 03/12/07
550	DOUBLE BLACKJACK-Orange 03/12/07
551	CHILI TODAY/HOT TAMALES 04/02/07
552	CHIPS & SALSA 04/02/07

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
478	WILD CHERRIES 08/08/05	06/04/07
492	COOL CASH 11/28/05	06/04/07
493	FABULOUS 5'S 12/09/05	06/04/07
495	HEARTS ARE WILD 01/09/06	06/04/07
496	THE COLOR OF MONEY 01/09/06	06/04/07
497	POT LUCK 02/20/06	06/04/07
516	DREAM'N OF DOLLARS 02/20/06	06/04/07



Helping you serve the Lottery customer

 Lotto Game Information				
	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	7:59 p.m.	9:40 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
Pick 3 and Pick 4 Midday	Monday through Saturday	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Sunday through Saturday	7:59 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.

If you or someone you know has a gambling problem, call 1-800-BETS OFF.
You must be at least 21 years old to purchase lottery tickets.